

# NASA/Marshall Space Flight Center

## 2001 Exhibits Results

<u>'01 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
AIAA AEROSPACE SCIENCES, RENO, NV Exhibits: Space Transportation, SLI, ASTP and Facilities exhibits, Microgravity exhibit, Space Environment Effects display, publications	Jan 8-11	2,000
AMER. METEOROLOGICAL SOC., ALBURQUERQUE Exhibits: Global Hydrology-provided graphics and staffing	Jan 15-18	7,000
STARSHIP 2040 –MARSHALL SNEAK-PREVIEW Exhibits: Starship 2040 exhibit <i>NOTE: Local media covering the event included WAAY-TV, WHNT-TV, The Huntsville Times and The Birmingham News. Community guests included the Huntsville mayor, a member of the NASA Advisory Council; and members of the North Alabama African American Chamber of Commerce. The exhibit's Web site opened (<a href="http://www.starship2040.com">www.starship2040.com</a>).</i>	Jan 25-26	2000
STARSHIP 2040 – STENNIS SPACE CENTER Exhibits: Starship 2040 <i>NOTE: SSC Center Director Roy Estess and Director of Public Affairs Myron Webb toured the exhibit. Members of the public and school groups visiting the Starship Feb. 2-3, were given a brief presentation, a video viewing and an exhibit tour. Approximately 1300 students from 9 different schools visited the exhibit. We faxed Starship 2040 media alerts to 14 university newspapers, alumni press, public relations offices and other media entities.</i>	Feb 1-3	3,000
STARSHIP 2040 - ALABAMA TOUR Exhibits: Starship 2040 exhibit and models, school visits at exhibit and to schools, Science museum education, outreach/pubs and nightly lecture series at universities. Mobile, Univ. of South Alabama (Feb 4-5) Tuskegee, Tuskegee University (Feb 7-8) Montgomery, Capitol Hill (Feb 9) Jacksonville, Jacksonville State Univ. (Feb 11-12) Cullman, Cullman Chamber of Commerce (Feb 16) Huntsville, Univ. of Alabama (Feb 20) <i>NOTE: Approximately 575 people visited the exhibit in Tuskegee; 3000 people at the University of Alabama in Tuscaloosa; 370 at Jacksonville State, including the Governor's Advisor on Aerospace Affairs, the president of the University; 360 in Cullman; We presented 1 community lecture. Media coverage included the Tuscaloosa News; WJRD, Tuscaloosa; Crimson White, Tuscaloosa; WBRC, Channel 6;</i>	Feb 4-20	60,000

*ABC Channels 33/40; WVUA UA Campus TV; WVTM Channel 13; Anniston Star; Gadsden Times; Channel 2, Cullman; the Cullman Times, and more.*

<u>'01 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
MINERALS, METALS & MATERIALS SOC., N. ORLEANS Exhibits: Materials exhibit	Feb 11-15	3,000
STAIF, ALBUQUEQUE, NM Exhibits: PRC, Shuttle, MSFC Facilities and ISS software exhibit	Feb 11-15	1,000
AAAS, SAN FRANCISCO Exhibits: Biotechnology exhibit <i>NOTE: outreach included media campaign on both SLI and Highway to Space</i>	Feb 15-20	13,000
BIOPHYSICAL SOC. ANNUAL MTG, BOSTON Exhibits: Biotechnology exhibit <i>NOTE: We gathered 15 leads on potential new research partnership leads were gathered from the 800 people that visited the booth.</i>	Feb 17-21	800
PITTCON, NEW ORLEANS Exhibits: Materials exhibit and Space Shuttle Office exhibit	Mar 5-8	20,000
NAT. MANUFACTURING ASSOC, CHICAGO Exhibits: Starship 2040 trailer and video, Shuttle Program exhibit and Materials exhibit <i>NOTE: Starship 2040 was the centerpiece of Marshall's exhibit presence at this event. Media activity includes a two-hour appearance March 6 from 9 to 11 p.m. by Marshall's Harold Gerrish and Vernotto McMillan on WGN Radio's "Extension 720" program, which has a listening audience of more than 600,000 in the Chicago area, and is heard in 38 states. Personal contacts with Chicago area media and press kits available in the show's press room resulted in 25 media representatives visiting the Marshall exhibit and talking to program and Media Relations staffers. Other media coverage included Bloomberg Radio Network, WGN-TV, WGN-Radio, Chicago Tribune, Chicago Sun Times, WBBM-Radio Chicago, and the Manufacturing Week Show Daily newspaper.</i>	Mar 5-8	15,000
ALA & HUNTSVILLE SPACE WEEKS Exhibits: Institutional models and displays	Mar	23,000
NAT. SOC. OF BLACK ENGINEERS, INDIANAPOLIS Exhibits: EOO popup, staffers and publications	Mar 14-18	9,000
INTERFEX, PHILADELPHIA, PA Exhibits: Space Product Development and staffers	Mar 20-22	23,000

<u>'01 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
NAT. SCI. TEACHERS ASSOC, ST. LOUIS Exhibits: ISS Destiny Module	Mar 22-25	16,000
EXPERIMENTAL BIOLOGY, ORLANDO, FL Exhibits: Biotechnology exhibit	Mar 31-Apr 4	550
IEEE SOUTHEAST CONFERENCE, IEEE, CLEMSON Exhibits: SEE Exhibit	Mar 30-Apr 1	2400
NAT. SPACE SYMPOS, COLORADO SPRINGS Exhibits: SLI, ASTP, Highway, MSFC Facilities, Partnership popups	Apr 9-12	1000
MATERIALS RESEARCH SOCIETY, SAN FRANCISCO Exhibits: Materials exhibit	Apr 16-18	3,000
URBAN-RURAL INTERFACE CONF, HUNTSVILLE Exhibits: Biotechnology exhibit	April 19	500
STARSHIP 2040: MID-TENNESSEE TOUR Exhibits: Starship 2040 (locations TBD), technical graphics, models as needed, school visits and other outreach	Apr 23-28	3700
<p>Smyrna, April 23-24  Mt. Juliet, April 24-25  Cookeville. April 26-28  <i>NOTE: In Smyrna, outreach activities included a meeting between Center Director Art Stephenson and Rep. Gordon on April 23; a reception for the news media and local VIPs; and visits from three local schools. VIPs included the Mayor of Smyrna Robert Mullins. Two Nashville television stations and a reporter from the Rutherford Courier also toured the exhibit. On April 25 during the second day of the trailers' stop in Mt. Juliet, TN, 1543 visitors toured the exhibit. Special visitors included the superintendent of the Wilson County schools, local county commissioner, and two members of Congressman Gordon's staff. At the third stop, Cookeville volunteers from Tennessee Tech helped guide visitors through the exhibit. VIPs included another member of Congressman Gordon's staff, a Tennessee state representative, several local, county, and city officials, and at least 10 senior deans and administrators from Tennessee Tech.</i></p>		
20 <sup>th</sup> ANN. OF FIRST SHUTTLE LAUNCH, MSFC Exhibits: Shuttle models, 2 <sup>nd</sup> Gen Space Shuttle mural and popup	Apr 24	10,000
QUALITY EXPOSITION, CHICAGO Exhibits: Shuttle Display, publications and hardware	Apr 24-26	3,600
<p><i>NOTE: Many attendees and exhibitors said that the NASA booth was the most popular by far and some companies stated that they are going to request to be located close to the NASA booth at future shows due to the large volume of traffic.</i></p>		

<u>'01 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
I'NAT'L ROBOTICS & AUTOMATION CONF., SAN FRAN Exhibits: Space Product Development exhibit	Apr 22-28	8000
SOCIETY FOR BIOMATERIALS, ST. PAUL, MN Exhibits: Biotechnology and Materials exhibits <i>NOTE: Six leads were gathered for potential space partnerships in Materials; ten for potential space partnerships in Biotechnology.</i>	Apr 25-29	1200
CASTING CONGRESS, DALLAS, TX Exhibits: Space Product Development exhibit	Apr 28-May 1	800
E*TEAMS (FORMERLY TABES), HUNTSVILLE Exhibits: Shuttle, T, Materials Science exhibits	May 15-16	250
TURNING GOALS INTO REALITY (TGIR), WASH DC Exhibits: Starship 2040; SLI, ASTP and ISTP popups and hardware	May 16-17	10,000
STARSHIP 2040: NASA/GODDARD, GREENBELT, MD Exhibits: Starship 2040 <i>NOTE: Employees toured the exhibit and received literature highlighting the Space Transportation technologies currently being worked at Marshall.</i>	May 18-19	700
STARSHIP 2040: NASA/LANGLEY, VA Exhibits: Starship 2040	May 21-22	500
SPACE TRANSPORTATION DAY ON THE HILL, WASH DC Exhibits: Starship 2040 <i>NOTE: VIPs included representatives from Congressman Bud Cramer's office; a representative from Congresswoman Darlene Hooley's office; media representatives from Tokyo Broadcasting System; Japan's Mainichi Newspaper; Truckers News; Aerospace Daily; Aviation Week; Kate Kobylarz, staff assistant to Congressperson Darlene Hooley; and staffers of the Environmental Protection Agency.</i>	Jun 12-13	300
AMER. TELEMED. ASSN CONF., FT. LAUDERDALE Exhibits: Various HEDS displays from MSFC, JSC, Ames and JPL, Indoor Destiny Module <i>NOTE: The Marshall Center exhibits team set up a full scale, walk-through mockup of the International Space Station Destiny laboratory module and highlighted for eight ISS technologies from three NASA Centers that have the potential to improve telemedicine.</i>	June 5-8	3600

'01 MAJOR EVENTS	Date	Confirmed Audience
<p>NASA WEEK, DISCOVERY PLACE, CHARLOTTE, NC June 11-16 13,000</p> <p>Exhibits: Starship 2040, 1:15 Space Shuttle, ISS Life Support System mockups, Microgravity Glovebox and various space hardware</p> <p><i>NOTE: NASA exhibits supported the opening of a new International Space Station traveling exhibit. Approximately 3000 people toured the trailer during June 15-22. Local stations, WBTV News 3, videotaped the exhibit and FOX 18 News, interviewed staffers about the Space Launch Initiative. Astronauts John L. Phillips (ISS) and Owen Garriott (Sklyab) toured the exhibit, as well as representatives from local banking, airline, architecture, computer software, and public relations industries. More than 30 public and private school teachers, plus home-school teachers visited the exhibit and were provided educational materials.</i></p>		
<p>BIO 2001, SAN DIEGO, CA June 23-25 3600</p> <p>Exhibits: Space Product Development exhibit , Biotech Pop-up</p> <p><i>NOTE: BIO 2001: In support of a HQ Code M request, we assisted JSC in making arrangements to display their International Space Station exhibit trailers here. Three electronic media outlets interviewed former astronaut Roger Crouch at the exhibit.</i></p>		
<p>92<sup>nd</sup> NAACP, NEW ORLEANS July 6-10 20,000</p> <p>Exhibits: 20'x30' HEDS version of the HQ Towers exhibit</p>		
<p>37<sup>TH</sup> JOINT PROPULSION CONF, SALT LAKE Jul 16-18 2,500</p> <p>Exhibits: ASTP and Space Shuttle exhibits</p>		
<p>NASA EDUCATION WORKSHOP, NASA/MSFC July 11-13 200</p> <p>Exhibits: Starship 2040</p> <p><i>NOTE: After touring educators through the exhibit, we took the trailer to the U.S. Space and Rocket Center on July 12<sup>th</sup> and 13<sup>th</sup> to communicate the Space Launch Initiative program to museum tour guides and Space Camp counselors.</i></p>		
<p>HUNTSVILLE MEDIA DAYS, AL Jul 16-18 200</p> <p>Exhibits: 20' Marshall display</p> <p><i>NOTE: At Redstone Arsenal's request, we National Media Days at the Army's Advanced Research Center, Research Park. This was the debut of our new 20' mural.</i></p>		
<p>AMER. CRYSTALLOGRAPHIC ASSOC, LosAng Jul 22-25 530</p> <p>Exhibits: Biotechnology exhibit</p> <p><i>NOTE: Marshall Biotechnology scientists, Drs. Craig Kundrot, Ed Snell and Russell Judge presented posters and a collaborative review in the publication, Crystal Growth and Design.</i></p>		



*exhibit, students were able to walk through a scale model demonstration of the solar system called, "Walking from Pluto to Earth." The St. Louis stop had 2000 visitors, which included five schools. A special lecture titled, "Women Can Be Rocket Scientists, Too," was presented to 200 eighth grade (female) students. The Columbia stop focused on college students. The Kansas City stop hosted the most successful kickoff reception with 130 local business leaders and University management present and 19 media interviews supported. The Springfield stop hosted the highest attendance with 2600 people, including several VIPs present at the kickoff reception.*

<u>'01 MAJOR EVENTS</u>	<u>Date</u>	<u>Confirmed Audience</u>
NAT'L ASSN OF SEED & VENTURE FUNDS, PORTLAND Exhibits: Space Product Development exhibit	Oct. 3-5	600
STUDENT LAUNCH INITIATIVE, REDSTONE Exhibits: Starship 2040	Oct. 6	150
ASSOC. OF SCI. & TECH. CTRS , PHOENIX Exhibits: Microgravity exhibit	Oct. 6-9	11,000
BIOTECH I'NAT'L, HANNOVER, GERMANY Exhibits: Space Product Dev. exhibit	Oct. 9-11	
HISPANIC HERITAGE MONTH, MSFC Exhibits: Paintings and other support	Oct 15	1000
BIOPARTNERING EUROPE, LONDON Exhibits: Space Product Development exhibit	Oct. 15-16	
NATO CONFERENCE, BRUSSELS Exhibits: Shuttle, HST and other small models	Oct 15-20	2000
AIAA ISS UTILIZATION CONF, KSC Exhibits: Space Product Development, Materials Science and Biotechnology exhibits	Oct. 15-17	2000
AEROSPACE EXPO, LOS ANGELAS, CA Exhibits: SLI displays	Oct 16-18	3000
HUNTSVILLE VETERANS DAY PARADE Exhibits: Starship 2040	Nov 9	3000
<i>NOTE: The Facilities office provided a driver and Marshall employees and their families marched and handed out stickers, flags, whirlybirds and pencils.</i>		
NASA A&M Day, NORMAL, AL Exhibits: Starship 2040, Inflatable Space Shuttle, Mobile Shuttle, ASTP popup	Nov. 17	1500

'01 MAJOR EVENTS	Date	Confirmed Audience
ISS UTILIZATION CONF, COCOA BEACH Exhibits: Biotechnology and Materials technical exhibits	Oct 15-17	1000
NSTA REGIONAL CONF., SALT LAKE Exhibits: Microgravity exhibits		
UNIVERSITY OF CHICAGO CHANNUTE Exhibits: Photos and artist concepts	Nov-Apr	5000
NAT'L ASSOC. OF BIO. TEACHERS, SALT LAKE Exhibits: MPRO Exhibit	Nov 7-10	
AMERICAN PUBLIC HEALTH, ATLANTA Exhibits: HQ Space Towers exhibit	Nov 21-24	9000
MATERIAL RESEARCH SOCIETY Exhibits: Materials Exhibit	Nov 27-30	250
<i>NOTE: We gathered 22 possible leads on new science partnerships with NASA. Media contacts included advertising executive Melissa Rocco of Nature magazine.</i>		
DIV. OF PLANETARY SCI., N. ORLEANS Exhibits: In-space and ISTP displays and hardware, poster presentation support	Nov 26-Dec 1	450
<i>NOTE: Numbers included 150 people that supported a NASA Night outreach event. Space Transportation's In-Space Propulsion booth was the biggest exhibit at this event. This was the first time that NASA exhibited at this conference and attendees seemed genuinely excited to know that NASA is working on advanced technologies.</i>		
NSTA REGIONAL CONFERENCE, MEMPHIS Exhibits: MRPO and Education exhibits	Dec. 6-8	2000
STARSHIP 2040: N. CALIFORNIA TOUR Exhibits: Starship 2040, ISTP popup	Dec 11-20	5,000
Ames Research Center, San Jose, Dec 11-12		
Chabot Space and Science Center, Oakland, Dec 13-16		
League of California Cities, Sacramento, Dec 19-20		
<i>NOTE: NASA Ames's Pre-Centiennial of Flight Celebration events were targeted towards underserved schools in the east San Jose and east Palo Alto communities. Approximately 1400 visitors toured the Starship 2040 exhibit there. Staff from the <u>San Jose Mercury News</u> toured the exhibit and took pictures. Visitors of note included Ames employees and employees from the FAA, Raytheon, Lockheed Martin (Sunnyvale). Tuskegee Airmen, the celebration's featured guests, and several students and teachers toured the exhibit more than once. At the Chabot, approximately 2800</i>		



*visitors toured the exhibit. Sixteen schools, two home school groups, one church group and 25 members of the Aventureros, a Mexican American youth group, toured. Visitors of note included members of the Society of Hispanic Professional Engineers, Silicon Valley Chapter; Chabot Challenger School instructors and members from the museum's Grants/Procurement office; and some consultants from Integraph. Chabot staff members commented that the Starship 2040 exhibit has been one of the most well received exhibits to visit the center. In Sacramento, we staffed a trade show display inside and the Starship 2040 trailer outside of the convention center for League of California Cities. We answered questions from the Sacramento Bee about the intent of the exhibit and it's relevance to the future of space transportation.*